



Georgia Department of Behavioral Health & Developmental Disabilities, Office of Prevention Services and Programs.

# REAL *Life* *is* *drug* FREE

*"A Celebration of Talents"*  
Georgia's *Red Ribbon Week* October 23-31



Governor's  
**Red Ribbon**  
**Campaign**  
Planning &  
Resource Guide





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*This booklet contains information to assist in planning Red Ribbon Week campaigns and activities in communities throughout Georgia. For more information visit the Red Ribbon page at <http://dbhdd.georgia.gov>*

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*Flat Rock Elementary School, winners of the Red Ribbon Award in the elementary school category.*





*Real Life is Drug Free*



## Red Ribbon Week History

On the afternoon of February 7, 1985 in Guadalajara, Mexico, U.S. Drug Enforcement Administration (DEA) agent Enrique "Kiki" Camarena locked his badge and revolver in his desk drawer and left to meet his wife for lunch. He unsuspectingly crossed the street to his pickup truck. While unlocking the doors to his vehicle, he was grabbed by five men who shoved him into a beige Volkswagen. One month later, his body was discovered in a shallow grave. Agent Camarena and his informant, Alfredo Zavala Avelar, were savagely and grotesquely murdered.

Kiki joined the DEA in 1974 and asked to be transferred to Guadalajara, Mexico, the center of the drug trafficking empire. While investigating a multi-billion dollar drug scam, he confiscated thousands of pounds of cocaine, and hundreds of thousands of pounds of marijuana. He suspected the drug scam involved officers in the Mexican army, police and government. Agent Camarena was a believer that one person CAN make a difference and he sacrificed his life to prevent drugs from entering the United States.

The events surrounding Agent Camarena's murder sparked a grass roots campaign to reduce the demand for drugs and encourage a healthy, violence free lifestyle across the United States. Saddened by Agent Camarena's death, his



friends, family and young people in his hometown of Calexico, California began wearing Red Ribbons in his honor. Congressman Duncan Hunter and high school teacher David Dhillon launched "Camarena Clubs" in California high schools. Club members pledged to lead drug-free lives to honor the sacrifices made by Agent Camarena and others on behalf of all Americans.

In 1985, club members presented the "Camarena Club Proclamation" to then First Lady Nancy Reagan, bringing it national attention. Later that summer, parent groups in California, Illinois, and Virginia began promoting the wearing of Red Ribbons nationwide during late October.

In 1988, the National Family Partnership organized the first National Red Ribbon Week, an eight-day event proclaimed by the U.S. Congress and chaired by President and Mrs. Reagan.

Today, National Red Ribbon Week is celebrated every year October 23-31. During this time, thousands of schools, communities and drug abuse prevention organizations throughout the country distribute red ribbons to honor Special Agent Enrique "Kiki" Camarena's memory and visibly show a dedication to be drug free.

## What's the Point?

The Red Ribbon Celebration is not an isolated week of prevention activities or a prevention program. Rather, Red Ribbon Celebration is an Awareness Campaign, which is an integral part of a year-round focus on providing safe activities in communities that are alternatives to drinking and using other drugs. The Red Ribbon Celebration transforms awareness into action.

The Red Ribbon Celebration is not about wearing Red Ribbons. The purpose is to involve students, parents and teachers in fun and meaningful environmental prevention activities. Environmental prevention activities focus on changing social and physical environments that allow substance abuse. By focusing on limiting youth access to, and availability of alcohol, tobacco and other drugs in the school's community and changing social norms (real & perceived), students are more likely to choose not to use alcohol, tobacco and other drugs. Environmental change can be achieved through school and family policies, community and merchant education, enforcement of laws, and many other ways.







## Tobacco Use-Community Level Prevention

*Tobacco use is the number one preventable cause of death, killing more Americans each year than alcohol, cocaine, crack, heroin, homicide, suicide, car accidents, fires, and AIDS combined. Over 10,000 Georgians die every year from tobacco-related illnesses – that is one out of every six adult Georgians who die. Approximately 80% of adult smokers began smoking before their 18th birthday and 4,000 of youth in the U.S. try smoking for the first time today.*



### Synar Amendment

Georgia is one of the states demonstrating its commitment to reducing youth access to tobacco by solidly enforcing the Synar Act as well as implementing other tobacco use prevention efforts through regional providers. The federal Center for Substance Abuse and Prevention (CSAP) oversees implementation of the Synar Amendment, which requires States to have laws in place prohibiting the sale and distribution of tobacco products to youth under the age of 18. CSAP requires each state to conduct annual random, unannounced inspections to ensure compliance with the law and to submit an annual Synar Report detailing the State's activities to enforce the law. All states must maintain an inspection failure rate (or retailer violation rate (RVR) of less than 20 percent of outlets checked that are accessible to youth, or face possible reduction in the funding provided under the Substance Abuse Prevention & Treatment Block Grant. After a recent CSAP System Review, one of Georgia's strengths was reported as a low RVR. Georgia achieved a 12.1 percent RVR in fiscal year 2009 and preliminary reports indicate a RVR of less than 10% for fiscal year 2010. One of Georgia's strengths was reported as a low RVR, according to a recent CSAP System Review report. DBHDD's Office of Prevention Services and Programs manages this effort for Georgia.



OPSP contracts with over 130 community level providers to implement prevention services designed to reduce and eliminate risks associated with substance use, abuse, and violence. This includes over 40 federally recognized evidence based programs in the five DBHDD regions. Most, if not all, of these programs address tobacco use prevention, and this educational effort begins in elementary school and continues through the years.

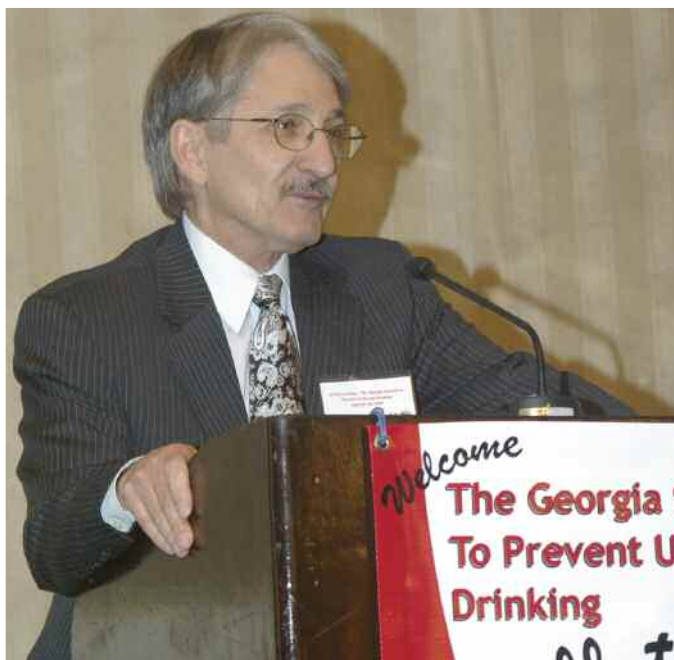
These community providers enthusiastically participate in Georgia's Red Ribbon Campaign activities throughout Red Ribbon week and beyond.

*Poster submitted for Red Ribbon awards competition by the Clinic for Education, Treatment and Prevention of Addiction (CETPA)*





## Underage Drinking Prevention Initiative



*Mike Louther, M.A., Director of State Programs at the Center for Substance Abuse Prevention for the Substance Abuse and Mental Health Services Administration (SAMHSA). Louther, who was instrumental in developing the Strategic Prevention Framework (SPF), addressed Using the SPF to Prevent Underage Drinking.*



Georgia's Underage Drinking Prevention Initiative is managed under a contract between DBHDD's Office of Prevention Services & Programs and The Council on Alcohol & Drugs. The Initiative received one of six National Exemplary Awards for innovative substance abuse

prevention programs, practices, and policies. The award was presented by The National Association of State Alcohol and Drug Abuse Directors (NASADAD) at their annual research conference in September of 2009.

The Underage Drinking Prevention Initiative was recognized for decreasing the onset and prevalence of underage drinking and its related problems. The intervention utilizes environmental approaches to empower and create change in adults and youth.

Among other things, the UAD Prevention Initiative works with local community coalitions to convene Town Hall Meetings and Community Information Sessions building community and parental awareness around underage drinking. These meetings were held primarily in 10 high incidence counties identified through a UAD Needs Assessment.

Responsible Alcohol Sales & Service (RASS) trainings are held continually to educate merchants across the state on the law that prohibits furnishing any

alcoholic beverage to persons less than 21 years of age (O.C.G.A. 3-3-23). RASS Training provides owners and managers of alcohol-licensed establishments with valuable resources and information to prevent sales to underage youth.

Similar to the Synar initiative, the Underage Drinking Prevention Initiative has a focused effort to reduce youth access to alcohol through increased retailer compliance with 'no sale to minors' laws.

Highlights of the findings from the UAD Prevention needs assessment and a review of the literature on underage drinking reveal the following:

- Georgia is in the lowest fifth of all states for current alcohol use and binge drinking among youth aged 12 to 17 and young adults aged 18 to 25 years;
- Rates of past year dependence on or abuse of alcohol remained unchanged between 2003-2004 and 2004-2005 at 7.6 and 7.7 percent for all persons aged 12 or older. In 2004-2005, Georgia had the lowest rate (6.0 percent.)

Because of the problems associated with underage drinking, The Council on Alcohol & Drugs and the Underage Drinking Prevention Initiative held

### ***A Call to Action: The Georgia Summit to Prevent Underage Drinking.***

Approximately 200 people, including 12 high school and college youth, participated in Georgia's first Summit to Prevent Underage Drinking. National, state and local prevention leaders spoke at various plenary and breakout sessions during the two-day Summit held in Macon during April, Alcohol Awareness Month.



*Tieleer Ashley (L) and DeAngelo Harris share a moment at The Georgia Summit to Prevent Underage Drinking. Both are volunteers for the Health Education Awareness & Research on Tobacco (HEART) Coalition and participate in Learn to Grow, Inc., a community-based organization which offers substance abuse prevention programs and leadership opportunities to youth in Southwest Atlanta.*







## Prescription Drug Abuse

*While illicit drug use among teens ages 12-17 is at a five year low, according to a large and comprehensive study of drug use in the United States released in early September of this year, teen abuse of prescription drugs is on the rise. When it comes to youth, non-medical use of painkillers continues to be an area of concern, with more recent initiatives (2.2 million) than any illicit drug, according to the study released by the National Survey on Drug Use and Health (NSDUH).*

Unfortunately, many of our youth mistakenly believe that popping prescription pills is a painless high. A recent White House analysis shows alarming trends in teen abuse of prescription drugs and cough and cold medicines to get high. It is simply not true that prescription drugs are safer than street drugs. Trends in teen prescription drug abuse reported by the White House Office of National Drug Control Policy (ONDCP) include the following:

- Prescription drugs are the drug of choice among 12- and 13-year olds;
- One third of all new abusers of prescription drugs in 2005 were 12-17-year olds;
- Girls are more likely than boys to intentionally abuse prescription drugs to get high;
- Adolescents are more likely than young adults to become dependent on prescription medication; and
- The majority of teens (57%), who use these products, say they get



*City of Quitman 1 - Region 4 Flexing his muscles for Drug Awareness*



*Etowah Housing Authority 3 - Region 1 - Drug dog demonstration*

prescription drugs for free from a relative or friend (47%), or take them from a relative or friend (10%) without asking. An additional 10 percent buy pain reliever from a friend or relative.

Parents, watch your medicine cabinet. "The world of children and teens is awash in prescription drugs and some parents can become inadvertent drug pushers by leaving their prescription opioids, stimulants and depressants in places where their kids can get them," said Joseph A. Califano, Jr., Chairman and President, the National Center on Addiction and Substance Abuse at Columbia University.

Parents and teachers need to educate themselves about the dangers of prescription drug abuse and talk with their teens about the risks. Some concrete steps to protect teens from prescription drug abuse include:

- Be observant and look for indications that your child or that students may be abusing prescription drugs;
- Keep track of quantities of prescription drugs in your own home, and the homes of relatives;
- Talk to the parents of your teen's friends and ensure they have the same policy in their home;
- Discard old and unused prescriptions; and
- Set and enforce clear rules about drug use, including prescription drug abuse, and establish consequences.



*Real Life is Drug Free*



## Governor Perdue's Proclamation



BY THE GOVERNOR OF THE STATE OF GEORGIA

### A PROCLAMATION RED RIBBON WEEK

- WHEREAS: Alcohol and other drug abuse in this nation has reached epidemic stages; and
- WHEREAS: It is imperative that visible, unified prevention education efforts by community members be launched to eliminate the demand for drugs; and
- WHEREAS: The National Red Ribbon Campaign will be celebrated in every community in America during Red Ribbon Week, October 23-31; and
- WHEREAS: Business, government, parents, law enforcement, media, medical professionals, religious institutions, schools, senior citizens, service organizations and youth will demonstrate their commitment to healthy, drug-free lifestyles by wearing and displaying red ribbons during this week-long campaign; and
- WHEREAS: Reducing drug and alcohol abuse is a high priority in Georgia; and
- WHEREAS: The state of Georgia is proud to recognize our Red Ribbon Campaign, which has received national recognition as one of the most visible and effective drug awareness programs; now
- THEREFORE: I, SONNY PERDUE, Governor of the state of Georgia, do hereby proclaim October 23-31, 2009, as RED RIBBON WEEK in Georgia and encourage our citizens to show their support and commitment to a drug-free state.

In witness thereof, I have hereunto set my hand and caused the Seal of the Executive Department to be affixed this 24<sup>th</sup> day of March in the year of our Lord two thousand nine.



*Sonny Perdue*  
GOVERNOR

ATTEST

*Ed F. Nelson*  
CHIEF OF STAFF







## Evidence-Based Prevention Programs

*The programs featured below are a few of the 43 evidence based programs being implemented in communities, schools, social service organizations and workplaces across Georgia, and have provided solid proof that they have prevented or reduced substance abuse and other related high-risk behaviors. Visit <http://mpep.samhsa.gov/> for more information on these programs and others.*

**Al's Pals: Kids Making Healthy Choices** is a resiliency-based early childhood curriculum and teacher training program that develops personal, social, and emotional skills in children 3 to 8 years old.

**Challenging College Alcohol Abuse (CCAA)** is a social norms and environmental management program that reduces high-risk drinking and related negative consequences in college students (18 to 24 years old).

**Communities Mobilizing for Change on Alcohol (CMCA)** is a community-organizing program designed to reduce adolescent (13 to 20 years old) access to alcohol by changing community policies and practices.

**Families and Schools Together (FAST)** is a multifamily group intervention aimed at reducing anxiety and aggression, while increasing social skills and attention spans, in children 5 to 14 years of age.

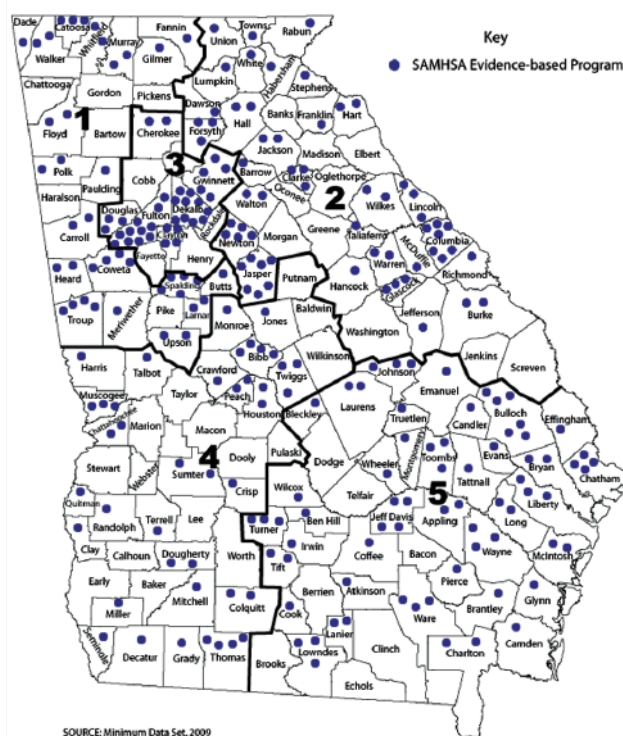
**LifeSkills Training (LST)** is a program that seeks to influence major social and psychological factors that promote the initiation and early use of substances. LifeSkills has distinct elementary (8 to 11 years old) and middle school (11 to 14 years old) curricula that are delivered in a series of classroom sessions over 3 years.

**Parenting Wisely** is a self-administered, computer-based program that teaches parents and their 9- to 18-year-old children important skills for combating risk factors for substance use and abuse.

**Project ACHIEVE** is a school-based, school reform/improvement program that focuses on the academic, school safety and positive climate, and parent involvement outcomes consistent with the No Child Left Behind legislation. Project ACHIEVE is used primarily in preschool, elementary, and middle schools, with students 3 to 14 years of age.



Location of Evidence-based Programs by Region/County for FFY 2009



**Project ALERT** is a school-based prevention program for middle or junior high school students that focuses on alcohol, tobacco, and marijuana use.

**Protecting You/Protecting Me® (PY/PM)** is a 5-year, classroom-based alcohol-use prevention curriculum for elementary students in grades one through five (6 to 11 years old) and high school students in 11th and 12th grade (16-18 years).

**The Strengthening Families Program I (SFP-I)** involves elementary school aged children (6 to 12 years old) and their families in family skills training sessions.

**Too Good For Drugs (TGFD)** is a school-based prevention program designed to reduce the intention to use alcohol, tobacco, and illegal drugs in middle and high school students.

*Left: Association of Village Pride substance abuse prevention program participants show off their artwork depicting drug-free scenarios during Red Ribbon Week.*







Real Life is Drug Free



## Hosting Your Event & Getting Involved

*Whether your event is for ten people or ten thousand, what makes a Red Ribbon Campaign event truly special is the ability of the planners to make it appear effortless for those who attend. Holding a successful special event does not happen by accident. While there are no fool-proof strategies, following certain basic steps can help you make your event the best it can be.*

**1 Create a planning committee.** Since the dedication, enthusiasm and abilities of the folks who work on the campaign contribute significantly to its success, consider carefully who will be involved and select the best people possible. Flexibility, imagination, organization, and reliability are some of the qualities to look for.

**2 Determine your objectives.** What do you hope to achieve? Hold a kick off for the Red Ribbon Campaign. Make a statement that "Real Life Is Drug Free." Get publicity. Involve the schools, community, businesses, local government, civic associations and others. Solicit volunteers and donations. Keep your objectives in mind throughout the planning process.

**3 Establish your budget.** No matter how small or large the campaign, it will cost some money. Red Ribbons, prizes and items

for prizes are some of the items you may need to purchase or have donated. Are there individuals, businesses or organization that would be willing to donate money or goods or manpower?

**4 Plan the activities and the program.** In addition to deciding what your event will be, make sure there will be adequate space, manpower, and whatever else you need to handle the campaign, including decorations, audio visual equipment, restrooms, parking facilities, accessibility for people with physical disabilities.

**5 Plan publicity.** How will you publicize the campaign? Issue press releases. Send flyers home. Invite the press to attend. Arrange for a photographer to capture the activities in photos or on video.

**6 Create a timetable and checklist.** Set up a step-by-step timetable listing absolutely everything that needs to be done, when and by whom. Make sure you have all your arrangements in detail and in writing. Confirm and reconfirm all your arrangements as you get close to the campaign.

**7 Start planning for next year's event.** Explore new activities and improve the ones that were successful this year.

### HOW CAN YOU GET INVOLVED?

More than 80 million people across the country are expected to take part in Red Ribbon Week. Participation can range from simply wearing a red ribbon to becoming involved in community activities. Groups that have been active in the Red Ribbon Campaign are schools, churches, chambers of commerce, local law enforcement agencies, hospitals, libraries, recreation centers, businesses, government officials, the American Legion, the Elks Clubs, the Telephone Pioneers, the Georgia Parent Teachers Association, local Parent Teacher Associations, and other civic organizations.





## Media Tips

### Sample Radio or Public Address Announcement

"October 23-31 is Georgia Red Ribbon Week. Join the celebration of drug-free living. Wear a Red Ribbon as you pledge to live without alcohol, tobacco, and illegal drugs. For more information about substance abuse, call (LOCAL NAME and NUMBER) or Helpline Georgia at 1-800-338-6745.

### Sample Text for Stadium Boards or Business Marquees

*Real Life is Drug Free: Celebrate Red Ribbon Week  
October 23-31.*

*Celebrate Drug Free Living: Support Red Ribbon Week  
October 23-31.*

**Know the media in your area.** Determine who writes the local columns in the newspapers, which radio hosts discuss local issues, what parents and kids read, who has covered this issue before and which media personalities have a personal connection to drug abuse. These are some of the most important people for you to "pitch" with a phone call.

**Arrange coverage for weekend events.** If your event is on a weekend, try pitching weekend staff to get them interested in providing coverage. Radio and TV media typically have different staff working on the weekends. Get their names and phone numbers ahead of time. Be prepared to call or fax them information early on Saturday morning, if necessary.

**Always provide contact information** at the top of all media materials, including e-mail addresses and fax numbers. Preferably use the name of the person making the phone calls. Provide a "day of" number so that the contact person can be reached at the event via cell phone.

**Provide food.** Any reporter or producer will tell you themselves: If their colleagues think they can get a meal or even a snack at your event, they're much more likely to attend. Offer food, and let the media know it'll be there.

**Invite a knowledgeable spokesperson** to an event to discuss youth drug abuse prevention. Provide him or her with a card that lists the toll-free numbers where listeners/viewers/readers can get free prevention information; the names of important sponsors; and the name, location, and date of the event so this basic information gets included in his or her answers.

**Follow through** with phone calls before and after you send materials. Don't give up. If the first person is not interested, try another contact at that media outlet. Different shows and departments do not usually coordinate. Some news is more appropriate for one show or section than another.

**Time your contacts.** Mail and call well in advance and send a reminder with any updates by fax or e-mail about 2 days before the event. Use your letterhead and follow the standard format for press releases and PSAs.

**Think visually.** Take lots of pictures and video record your activities and events. A great article is always accompanied by expressive photos. Also, visually appealing images are more likely to attract coverage by television stations.

### SAMPLE PRESS RELEASE

*Retype on your business or agency letterhead. Send to the local newspapers, radio, and TV stations. Include a copy of the Red Ribbon Fact Sheet, along with a list of the local groups who are participating.*

For Immediate Release  
Date

Contact: Your Organization  
Your Name  
Your Phone Number

**(Name of City, County, Community, or Organization)  
Participates in National Drug Awareness Campaign**  
(Your community; date)

The (name of coalition, organization, or group) will celebrate the Georgia Red Ribbon Week, October 23-31, 2009.

Red Ribbon Week is a week long drug awareness campaign that provides an opportunity to bring parents, schools, businesses, and others together to help create drug free communities.

Our communities will sponsor events to raise awareness and to show our commitment to reducing the demand for drugs.  
(BRIEFLY DESCRIBE YOUR LOCAL RED RIBBON ACTIVITIES)

The National Red Ribbon Campaign began as an effort to honor a Federal Drug Enforcement Agent, Enrique "Kiki" Camarena, who was killed in the line of duty. Agent Camarena was kidnapped and killed in 1985 while working undercover investigating drug traffickers. In honor of his memory, friends and neighbors began to wear red satin badges. In 1988, the National Family Partnership organized the first Red Ribbon Campaign.

Georgia has participated since 1987, and Governor Sonny Perdue is the Honorary Chair.







*Real Life is Drug Free*



## Against the Law

**Did you know...**  
it is **UNLAWFUL** to sell tobacco and alcohol  
to minors in the State of Georgia?

*Please detach and pass along to your neighborhood merchants*



### **O.C.G.A. (3-3-23)**

- 1** No person knowingly, directly or through another person, shall furnish, cause to be furnished, or permit any person in such person's employ to furnish any alcoholic beverage to any person under 21 years of age;
- 2** No person under 21 years of age shall purchase, attempt to purchase, or knowingly possess any alcoholic beverage;
- 3** No person under 21 years of age shall misrepresent such person's age in any manner whatever for the purpose of obtaining illegally any alcoholic beverage;

### **O.C.G.A. (16-12-171)**

It shall be unlawful for any person knowingly to:

- 1** Sell or barter, directly or indirectly, any cigarettes or tobacco related objects to a minor;
- 2** Purchase any cigarettes or tobacco related objects for any minor...
- 3** Advise, counsel, or compel any minor to smoke, inhale, chew, or use cigarettes or tobacco related objects.

*For more information about staying in compliance with the Georgia laws, contact David Dyal,  
The GA Department of Revenue, Alcohol and Tobacco Division at 404-417-4900; or  
Lisa Moery, Synar/Special Initiatives Coordinator [lmoery@dhrga.gov](mailto:lmoery@dhrga.gov) or call 404-657-7735.*

***The Georgia Red Ribbon Campaign promotes a DRUG FREE Lifestyle!***

**"A Celebration of Talents"**  
for Georgia's  
**Red Ribbon Week**  
October 23-31





# Tear Off This Page...

to spread the word on the other side.  
Deliver this page to a retail store that  
sells alcohol and/or cigarettes and  
give it to the manager, owner or associate.





Real Life is Drug Free



## Photo Scrapbook

*Exciting provider prevention programs from around the state, hold Red Ribbon Camp activities*



*West GA RESA 3 and 4 - Region 1*



*Communities in Schools (CIS) - Burke II - Region 2*



*Gilmer County Family CC2  
Battle of the Bands Against Drugs*



*Family Prevention Resource 1 - Region 3*



*CIS Troup County 5 - Region 1*



*Emanuel County Board of Education 4 (BOE) - Region 5*



*Left: The Alcove 2  
Practicing Walking the Line*

*Right: Judge Mary Johnson  
in front of Honorable Mentioned Door*











## Suggested Activities

### Lower Elementary School

- Distribute red ribbon bracelets and ribbons to students and staff; have students recite the drug free pledge.
- Decorate the inside and outside of school building with Red Ribbon banners
- Have a door decorating contest amongst the classrooms where all doors have a drug free message; award the winning classroom with a pizza party.
- Glascock County Board of Education had students in Pre-K-4th grade participate in a coloring contest, and the winner of each grade won a prize.
- Lincoln County Board of Commissioners held a "Hugs Not Drugs" campaign where the students were asked to bring their favorite stuffed animal to school.
- Have a balloon release to kickoff the week; use red balloons.



*Assembling bags with prevention awareness materials. L to R: Pamela Johnson OPSP, Patricia Gavel, Administrative Office of the Courts and Marilyn Watson, Education Program Specialist, Safe & Drug-Free Schools, Georgia Department of Education*

### Upper Elementary School

- Plant tulips with kids; planting flower bulbs has always been a symbol of hope.
- Distribute red lollipops with "no to drugs" symbol on it to all students during lunch.
- Display Red Ribbon messages on both the Marquis (at the front of the school) and the electronic board in the cafeteria.
- City of Harlem in Columbia County had students color paper bags from grocery stores with Red Ribbon campaign slogans and returned them to the stores for them to put groceries in.
- City of Harlem also had students create newspaper, radio, and television ads with a "Don't Do Drugs" message, which was judged by media professionals.
- Glascock County Board of Education encouraged students and teachers to bring a canned good to school. All food was distributed to less fortunate families.

### Middle School

- "Rock for Red Ribbon" gives youth an opportunity to recognize it's cool to party without alcohol, tobacco, or other drugs.
- Conduct a Red Ribbon Run/Walk for kids where they have to complete a specific amount of miles during the month of October. Have them complete a certain amount towards the total mileage every day. Make it an attainable

goal where they can feel a sense of accomplishment. At the end of the race give each child a ribbon. Ask local businesses to sponsor prizes (gift cards, t-shirts, games, etc.)

- Get on the October agenda of your local school board, city council, or county commissioner meeting and allow your students to make a 5 minute presentation about why they choose to live drug free.
- Glascock County Board of Education had students and teachers write a positive statement on a red chain link about how they will say no to drugs; the chain links were linked together to form a red Drug Free chain that was displayed in the hallways around the school.
- "Sock it to Drugs" by having students wear their wildest, craziest socks to school.

### High School

- Drama students can write, produce, and perform a play or musical that promotes drug free lifestyles; perform the play/musical at various community events during the entire month of October (or once a month for a year); perform for lower elementary and middle school students, youth groups at local churches; boys and girls clubs, girls inc. girls and boy scouts. Can also use event as a fundraiser and donate the proceeds to a local school.
- Cheerleaders can create a cheer with a drug free message that can be performed during a pep rally or half time show during a sporting event (basketball or football).
- Conduct a media contest where students can create a video, Public Service Announcement, rap, song, poem, etc. that delivers a drug free message. Get local businesses to donate prizes for winners. Partner with local radio and/or TV station to get it aired. It could also be broadcast through the school.
- In conjunction with SGA, students in Dawson County 4-H Program in Dawsonville, GA built a brick wall stating "**We're Building a Drug Free School**"; high school students signed a brick as a pledge to stay drug free, and in return they received red Mardi Gras beads to wear for the week. High school students also traveled to local elementary and middle schools to hand out candies with anti-drug slogans.
- Teens Against Substance Abuse (TASA) in Dawson County held a small festival; the girls prepared candies with anti-drug slogans to hand out, and printed out Red Ribbon Week dates and information with red ribbons attached for the older children and adults. They also handed out local resources (hot-lines, counseling, rehab, etc.) information for alcohol, drugs, and tobacco addiction. They also distributed warning signs information sheets to parents.
- Have your entire town go red (i.e. have all the car dealerships park all of their red cars up front for a week; have stores dress their windows in red, etc.)
- Parkview High School's **Students Against Violence Everywhere/ Students Against Destructive Decisions** in Lilburn, GA got pledges from the student body and handed out little mementos (i.e. tattoos, comic





## Suggested Activities

books, pencils, etc.) to those who signed up. They tracked the number of pledges on a thermometer.

- Daily update (school announcements): have a different message each day; PTSA arranged to have celebrity figure, Principal, well-known athlete, Mayor, favorite teacher to give a brief service announcement each day. The message is pre-taped.
- Gwinnett County brought youth together by having a basketball tournament (for boys and girls) at a local school; representatives from Gwinnett County's Sheriff's Dept. and Firefighters came to share information with the students; they also had a band to play for entertainment. Winners received cash prizes, and each team was charged a fee to participate. During the tournament they had different stations set up for students to learn about the affects of drinking and driving. Refreshments were provided to all participants.

### Colleges/Universities

- Mocktails (An activity that replaces Cocktails and promotes all the great drinks you can have that don't contain alcohol. A great activity to do before a dance or a party because it promotes smart decisions)
- Sororities and Fraternities can mentor students during Red Ribbon month by sponsoring tours of the campus and demonstrate positive alternatives to drinking; commit to mentor an at risk youth for one year.
- Conduct basketball, baseball, or tennis tournaments in support of drug free lifestyles; distribute red ribbons as people enter the facility; use half time shows to present a drug free message through a skit, step show, or any creative, fun activity.
- Use a sporting event as a fundraiser and donate all or a portion of the proceeds to a school in need so they can utilize the money to purchase



*Since 1990 the Athens AT&T TelecomPioneers (civic club of retired and active employees) have partnered with the University of Georgia for Red Ribbon Week. The Pioneers put large red ribbons around the stadium at the closest home game to Red Ribbon Week. Also, red ribbons are given to the sports personnel. The Pioneers are invited to UGA Football Coach Mark Richt's press conference where the Coach receives the first red ribbon. L. to R. Mark Thornton, Jeff Bell, Sandra Holt, Coach Mark Richt, Amber Jaynes, Steven Strickland, and Paul Chambers.*

Red Ribbon materials for their students.

- Volunteer to speak at a school during Red Ribbon Month; read to a classroom; deliver a drug free message.
- Resident Advisors can utilize billboards to display drug free messages
- Display pamphlets and fact sheets about Alcohol, Tobacco, and Other Drugs in the lobby and common areas.
- Sponsor underage drinking events to target peers, especially regarding alcohol poisoning.
- Conduct forums or summits to address underage drinking.
- Distribute drug use surveys to students on campus.

### Community

- Conduct a Town Hall meeting or Community Forum about any drug related issue, including Underage Drinking, Methamphetamines, the dangers of second hand smoke, etc. Invite youth to play an active role in the process, include them in the panel discussion, allow them to serve on the planning committee, etc.
- Create flyers promoting drug free lifestyles and distribute throughout the community at various events (i.e. school board meetings, city council meetings, festivals, football games, basketball games, etc.)
- Invite everyone to wear red for the day.
- Display Red Ribbon Week or Drug Free Slogans on Marquis in public setting (i.e. schools, businesses, shopping plazas, etc.)
- Display Red Ribbon banners on outside of buildings
- Help plan and participate in Red Ribbon Activities
- Start a task force or coalition in your community that will focus on the prevention of alcohol, tobacco, and other drug use. For more information on how to form a drug free community coalition email: [Impatrick@dhr.state.ga.us](mailto:Impatrick@dhr.state.ga.us).
- Contact a Drug Free Community Coalition in your area (refer to Drug Free Community Coalition list on page 19).

### Faith-Based Institutions

- Distribute Red Ribbons at services
- Display Drug Free Messages on church marquis and billboards
- Conduct a health fair on site at your church and include promotion of healthy lifestyles by disseminating information about alcohol, tobacco and other drugs.
- Invite a Prevention Specialist to come to your church and make a presentation to your youth groups.
- Partner with a local school or another community group to promote Red Ribbon activities.
- Include a Red Ribbon Week insert in your church bulletin.
- Share a fact about drug awareness during church announcements.





## Suggested Activities

### Businesses & Corporations

- Sponsor a scholarship for a drug free youth; conduct an essay contest to determine a winner. Scholarship could pay for one year tuition, one semester tuition, books, etc.
- Become a certified drug free workplace by contacting your local chamber of commerce, or visit [www.livedrugfree.org](http://www.livedrugfree.org) for more information.
- Encourage your employees to volunteer at a local school during Red Ribbon Week or any time during the month of October to participate in the activities.
- Invite students to your place of business to show them their career options if they make healthy choices and decide to live a drug free lifestyle.
- Use Red Ribbon Week as an opportunity to start mentoring a child who may be at risk for drug activity. Make a difference in their life.
- Sponsor one classroom or an entire school by purchasing Red Ribbon Materials for them; purchase red ribbons for them to distribute to students.
- Sponsor a school who wants to implement a substance abuse prevention curriculum by purchasing the curriculum and/or paying the costs to have the staff trained to facilitate a specific curriculum.
- Initiate drug education programs for employees.

### Government

- Issue a proclamation declaring the last week on October "Red Ribbon Week" in your community.
- Plan a parade down the main street of your town, in front of the county courthouse, or anywhere else that community members get involved.

- Invite an elementary school to bring students to the monthly city council or county commission meeting to make a presentation about Red Ribbon.
- Promote Red Ribbon Week and activities on your government access channel or website.

### Parents

- Talk to your kids about the dangers of alcohol, tobacco, and other drugs; allow them to have honest dialogue with you and don't penalize them for honesty.
- Participate in Red Ribbon activities at your child's school.
- Celebrate your child for being informed about the dangers of drugs and for making the choice to live a drug free lifestyle. Set aside a day of celebration to show your child how proud you are of them (bake a cake, make their favorite dinner, buy them a gift, etc.)
- Visit [www.family.samhsa.gov](http://www.family.samhsa.gov) for tips for talking with children about substance use, helpful hints about setting rules, and fun activities.



*Inuin County BOE 1 - Region 5 - Teachers and parents all dressed up to fight drugs.*

## Red Ribbon All Year . . . Suggestions for when to implement prevention activities

fall	winter	spring	summer
Before Homecoming Dance	December – Drunk & Drugged Driving Prevention Month	March – Parenting is Prevention Month	May 31st – World No Tobacco Day
Before Big Football Games	Hands Off Holidays	April – Alcohol Awareness Month	Before Graduation/ Grad Night
October – Red Ribbon Month	Before Winter Formal Dance	Before Prom and Spring Break	Summer Parties
November – Alcohol Education Month	Before Winter Break	Cinco De Mayo	Summer School
		Before Senior Class Trips	





## 2008 Red Ribbon Awardees

### 2008 Georgia Red Ribbon Contest Winners

Recognize the following schools for outstanding promotion of drug free activities during Red Ribbon Week 2008

#### Overall Winner and Prevention

**Ambassador – Perpetual Trophy Recipient**  
**Clinica for Education Treatment & Prevention of Addictions (CEPTA)**

#### Category 1: Elementary School

##### Flat Rock Elementary

McNair Discovery Learning Academy (Honorable Mention)

#### Category 2: Middle School

##### Ronald E. McNair, Sr. Middle School

Cedar Grove Middle School (Honorable Mention)

Lithonia Middle School (Honorable Mention)

#### Category 3: High School

##### McNair High School

South Forsyth High School (Honorable Mention)

#### Category 4: Non-School

**Clinic for Education, Treatment & Prevention of Addiction (CEPTA)**

Camden Children's Alliance & Resources, Inc.

(Honorable Mention)

Cedartown Housing Authority (Honorable Mention)

Glascok Youth Leadership P.A.C.K. (Honorable Mention)

Tattnall County Peace Initiative (Honorable Mention)

*Below: DeKalb County Education staff accept Red Ribbon Award for Ronald E. McNair, Sr. Middle School and McNair High School from Dr. Brenda Roue and former DHR Commissioner B.J. Walker.*



*Right: Lisa Moery, Red Ribbon Campaign Coordinator; and Charles Barnes, previous perpetual trophy award winner.*

*Far Right: Cedartown Housing Authority staff display their plaque and backpack.*



*Above L to R: CETPA Staff Sergio Lozano and Michelle Baroni; Brenda Roue, PhD, Office of Prevention Services & Programs Director; Charles Barnes, former RR Perpetual Trophy Winner; Michelle Zelaya, CETPA Prevention Coordinator; B.J. Walker, Commissioner of the former Department of Human Resources; and Henry Higuila, CETPA Prevention staff.*

*Left, L to R: Cedar Grove Middle School Honorable Mention Winners accepting award from Dr. Brenda Roue and DHR Commissioner B.J. Walker*



*Real Life is Drug Free*



## 2009 Red Ribbon Award Competition

*Governor Sonny Perdue and the Department of Behavioral Health and Developmental Disabilities, Office of Prevention Services and Programs, along with the Georgia Red Ribbon Committee would like to recognize groups and communities who have done an exemplary job in promoting and educating others about drug awareness, drug free living, and healthy lifestyle choices during the Georgia Red Ribbon Campaign*

### Eligibility & Criteria

The awards will be divided into four categories per region. Go to <http://dbhdd.georgia.gov> to view the regional maps. Click on 'About MHDDAD', then click on 'Regional Offices' to view the regional maps. In each of DHR's five regions, a winner will be selected from each of the following categories:

**Category 1:** Elementary/Middle School

**Category 2:** High School

**Category 3:** Higher Education (including Colleges, Universities, Technical Schools, etc.)

**Category 4:** Non School (including businesses, community organizations, medical facilities, faith-based organizations, etc.)

There will be a total of 4 winners from each DHR Prevention region, from which a Grand Prize winner will be selected. Each winner will receive an award. The Grand Prize winner will also receive a trophy, which they will keep for one year. The following year the trophy will be transferred to the new winner.

A representative of each winning entry will be invited to Atlanta for a Red Ribbon Recognition Luncheon to acknowledge statewide exemplary efforts. The awards program is open to any group/organization who has participated in the Georgia Red Ribbon Campaign. The activities and plans for which nominations are solicited in this award cycle must have been initiated in the current year.

### Rules

- All applications must be **RECEIVED** by 5:00 PM, December 1, 2009. Any entries received after the deadline will not be accepted or reviewed.



*Right: Emanuel County Board of Education 2 (BOE) - Region 5*

- All submissions must be typed, double-spaced with a 12-point font (Times New Roman or Arial).
- No more than 5 double spaced pages.
- Photos, newspaper clippings, handouts, posters, scrap-books, etc. describing the campaign can be included with application as an attachment, and will be returned upon request. Photos may be used in future publications of the Red Ribbon Resource Planning Guide or Red Ribbon newsletters.
- There is no entry fee
- All submissions must be mailed to DHR offices. Fax or email submissions will not be accepted.



### Judging

Judging is conducted by individuals who are part of the Governor's Red Ribbon Campaign Planning Committee. Entries will be judged based on the following criteria:

- Activities are focused on the prevention of Alcohol, Tobacco, & Other Drug Use.
- Level of collaboration with multiple community sectors
- Demonstration of how Red Ribbon activities are incorporated into ongoing prevention strategies
- Comprehensiveness of involvement
- Adherence to contest rules

### Certificates

It is no longer necessary to submit an application to receive a certificate. Any group/organization that would like to obtain a certificate for their participation in the Georgia Red Ribbon Campaign can download the certificate from the prevention website at <http://dbhdd.georgia.gov>. Two versions of the certificate are available: one for schools and community organizations, and another to be presented to business sponsors.

*Left, Front Row L to R: Kimberly Fluellen, Dr. Brenda Rowe, Pamela Johnson from the Office of Prevention Services and Programs.*

*Back Row L to R: Christopher Wood, SAMHSA Fellow Johnathan Powell, Theodore Golden, U.S. Drug Enforcement Administration Field Director; Lisa Moery, Red Ribbon Campaign Coordinator.*





# Make it Count!

## Georgia Red Ribbon Award Application

Applications must be received by 5:00 PM, December 1, 2009

Name (Individual/Group):

Contact Person:

Mailing Address:

City/State:

Zip:

Region (1,2,3,4,5 –see map on page 6):

Phone Number (include area code);

Fax:

Email:

### PARTNERING ORGANIZATIONS (list all that apply)

Business/Corporation:

Civic Organization:

School, School System, College or University:

Faith-based organization:

Government Agency (city, county, state or federal):

Coalition:

Other:

### ANSWER THE FOLLOWING QUESTIONS ON A SEPARATE SHEET OF PAPER

1. What were your Goals & Objectives for Red Ribbon activities?
2. Describe your activities and the number of people who attended.
3. Describe the impact your activities had on the community or intended target audience
4. How many community members or students were directly impacted by your activities?
5. Describe the role of each community sector that participated in your activities. (Be specific)
6. How did the collaboration with other community groups/organizations benefit the community?
7. How does your Red Ribbon Campaign support healthy, drug-free lifestyles?
8. How will your Red Ribbon Campaign be a part of your ongoing community prevention planning and/or activities?

Applications must be received by December 1, 2009 to:

Georgia Department of Behavioral Health & Developmental Disabilities (DBHDD)  
Office of Prevention Services and Programs  
2 Peachtree Street, Suite 16.473, Atlanta, GA 30303-3142

*Want your organization or school to be pictured in next year's Red Ribbon Planning & Resource Guide?  
Email us electronic photos (preferably JPG) with descriptions of the activities.*





*Real Life is Drug Free*

## Key Resources

For additional information, please visit <http://dbhdd.georgia.gov>

### State Agency

#### Georgia Department of Behavioral Health and Developmental Disabilities

Frank E. Shelp, MD, MPH Commissioner 404-657-2261

#### Division of Addictive Diseases

Onaje Salim, LPC, MAC,  
CCS, Acting Deputy Commissioner 404-657-2331

#### Prevention

Brenda J.D. Rowe, Ph.D., Director 404-657-6605  
Lisa S. Moery, Special Projects Administrator 404-657-7735  
<http://dbhdd.georgia.gov>

#### Regional Prevention Specialists

Region 1 (NW) Becky Croft  
Region 2 (East Central) Kristie Burchett  
Region 3 (Metro) Kimberly FLuellen  
Region 4 (SW) Tamika Sanders  
Region 5 (SE) Deanne Bergen

### Regional Alcohol and Drug Awareness Resource (RADAR) Network Centers

The RADAR Network Centers gather and exchange information responding to both the immediate and long-term substance abuse prevention needs of their communities. The RADAR Network Centers maintain a wealth of information, materials, and resources for youth, parents, schools, churches, and other community members

#### Houston Drug Action Council (HODAC, Inc.)

2762 Watson Blvd., Warner Robins, GA 31093  
Voice: 478-953-5675 Toll Free: 800-338-6745 Fax: 478-953-5674  
Email: [d.bowman@hodac.org](mailto:d.bowman@hodac.org)

#### McDuffie County Partners for Success

P.O. Box 68, Thomson, GA 30824  
Voice: 706-595-3112 Fax: 706-595-3113  
Email: [mkotras@csranet.com](mailto:mkotras@csranet.com)

#### National Families in Action

2957 Clairmont Road, Suite 150, Atlanta, GA 30329  
Voice: 404-248-9676 Fax: 404-248-1312  
Email: [pkemp@nationalfamilies.org](mailto:pkemp@nationalfamilies.org)

#### River Edge Prevention Resource Center

653 Second Street, Suite 204, Macon, GA 31201  
Voice: 478-751-4506 Fax: 478-752-1242  
Email: [pstallworth@river-edge.org](mailto:pstallworth@river-edge.org)

#### Southeast Prevention Services Pineland CSB

P.O. Box 1038, Statesboro, GA 30459  
Voice: 912-764-6906 Toll Free: 800-554-3252 Fax: 912-764-3352  
Email: [cmallard75@hotmail.com](mailto:cmallard75@hotmail.com)

*Right: National Guard Color Guard, presentation at Red Ribbon Award ceremony:*



#### Inner City Advancement Network Resource Center-MSM

600 South Madison St, Albany, GA 31701  
Voice: 229-435-3355  
Toll Free: 800-955-3940  
Fax: 229-435-4899  
Email: [reecy@surfsouth.com](mailto:reecy@surfsouth.com)

#### The Council on Alcohol & Drugs

233 Peachtree St. NE, Suite 2000  
Atlanta, GA 30303  
Voice: 404-223-2484 Fax: 404-223-2481  
Email: [lmulherin@livedrugfree.org](mailto:lmulherin@livedrugfree.org)

#### Camp Fire Boys & Girls, Inc.

100 Edgewood Ave. Suite 528, Atlanta, GA 30303-3030  
Voice: 404-527-7125; Fax: 404-527-7139  
Email: [info@campfirega.org](mailto:info@campfirega.org)

### Drug Free Community Coalitions

DFCC are created to reduce substance abuse among youth, and over time among adults, by addressing the factors in a community that increase the risk of substance abuse and promoting the factors that minimize the risk of substance abuse.

#### Berrien County Collaborative, Inc.

Matt Jensen  
1015 Exum Road, P.O. Box 622, Nashville, GA 31639  
Voice : 229-686-6576 Fax: 229-686-6580  
Email: [mjensen@berrien.k12.ga.us](mailto:mjensen@berrien.k12.ga.us)  
[www.yes2berrienkids.org](http://www.yes2berrienkids.org)

#### Bibb County/Drug Prevention and Reduction Coalition of Central Georgia

Laura Dunwoody  
195 Holt Avenue, Macon, GA  
Voice : 478-742-6677 Fax: 478-742-0430  
Email: [laura\\_volmacon@bellsouth.net](mailto:laura_volmacon@bellsouth.net)

*Below:  
Johnson County BOE3-  
Region 5*





## Key Resources (cont.)

### **Bryan County Drug Free Coalition**

William Collins  
116 Lanier Street  
Pembroke, GA 31321  
Voice: 912 653-5258  
[bcdfc@bryancounty.org](mailto:bcdfc@bryancounty.org)

### **Bulloch County Alcohol and Drug Council**

Joyce Stubbs  
150 Williams Road, Suite A500, Northside Drive East, Statesboro, GA 30458  
Voice : 912-764-6405 Fax: 912-489-1173  
Email: [badc@nctv.com](mailto:badc@nctv.com)



*Taliaferro County Board of Commissioners sponsor Red Ribbon activities.*

### **Camden Substance Abuse Prevention Coalition**

Celenda Perry  
P.O. Box 5087, St. Mary's GA 31558  
Voice: 912-882-7295 Fax: 912-882-9023  
Email: [celenda@camdenfamilies.org](mailto:celenda@camdenfamilies.org)  
[www.camdenfamilies.org](http://www.camdenfamilies.org)

### **Cobb Community Collaborative**

Joan O'Connell  
995 Roswell St., NE - Suite 326, Marietta, GA 30060  
Voice: 770-514-7213  
Email: [joconnell@cobbcollaborative.org](mailto:joconnell@cobbcollaborative.org)

### **Cook County Commission for Children and Youth**

Zoe Taylor  
303 South College Street, P.O. Box 92, Sparks, GA 31647  
Voice : 229-549-7976 Fax: 229-549-8780  
Email: [cookccy@planttel.net](mailto:cookccy@planttel.net)

### **Community Values Inc. (CVI)/ Mitchell County Children & Youth Collaborative**

Mike Tabb  
51 Hilliard Street, P.O. Box 247, Camilla, GA 31730  
Voice: 229-336-8243 Fax: 229-336-9505

### **Dekalb Prevention Alliance**

Thurya Wingate  
3576 Covington Hwy, Decatur, GA 30032  
Voice: 404-501-0722 Fax: 404-296-3070  
Email: [twingate@bellsouth.net](mailto:twingate@bellsouth.net)  
[www.dekalballiance.org](http://www.dekalballiance.org)

### **Forsyth Youth Enrichment Coalition/ Georgia Martial Arts Foundation**

Jessica Regas  
Voice: 770-312-0963 Fax: 770-205-4357  
Email: [jregas@bellsouth.net](mailto:jregas@bellsouth.net)

### **Genesis Prevention Coalition, Inc. /Operation RID**

Gwen Brown  
659 Auburn Avenue, NE, Atlanta, GA 30312  
Voice: 404-522-9690 Fax: 404-522-2999

### **Gwinnett Coalition for Health & Human Services**

750 South Perry Street Suite 312, Lawrenceville, GA 30045  
Voice: (770) 995-3339 Fax: 770-995-1832  
Email: [info@gwinnettcoalition.org](mailto:info@gwinnettcoalition.org)

### **Oconee Area Resource Council/ Georgia Council on Substance Abuse**

Ann Hester  
Voice: 706-769-7729  
Email: [ann@gasubstanceabuse.org](mailto:ann@gasubstanceabuse.org)

### **Osborne Prevention Task Force, Inc.**

Christine Able  
2050 Austell Road, Apt. 0-1, Marietta, GA 30008  
Voice: 770-433-8810 Fax: 770-433-8810  
Email: [christineable@comcast.net](mailto:christineable@comcast.net)

### **Toombs County Board of Commissioners**

Shari Adam  
200 Vidalia Sweet Onion Drive, Vidalia, GA 30474  
Voice: 912-538-9981  
Email: [toombsbfc@bellsouth.net](mailto:toombsbfc@bellsouth.net)

### **Troup County Prevention Coalition**

Jack Eatman  
1220 Hogansville Rd  
Lagrange, GA 30241-6600  
Voice: 706-298-7230 [TFCA\\_GA@yahoo.com](mailto:TFCA_GA@yahoo.com)

### **Wholistic Stress Control Institute/PAATH**

Jennie Trotter  
2545 Benjamin E. Mays Drive, SW, P.O. Box 42481, Atlanta, GA 30311  
Voice: 404-755-0068 Fax: 404-755-4333  
[www.wholistic1.com](http://www.wholistic1.com)





Real Life is Drug Free



## Red Ribbon Regalia

### Ordering Red Ribbon Regalia

If you need to order Red Ribbon materials, the following are a list of resources. to DBHDD Office of Prevention Services and Programs is not endorsing any of these vendors; they are only being listed as potential resources.

**Great Events Publishing** – [www.GreatEventsPublishing.com](http://www.GreatEventsPublishing.com),  
Call Toll Free @ 1-888-433-8368

**Positive Promotions** – [www.positivepromotions.com](http://www.positivepromotions.com);  
Call Toll Free @ 1-800-635-2666

**Nimco, Inc.** – [www.drugpreventionresources.com](http://www.drugpreventionresources.com) or  
[www.thecharacterrevolution.com](http://www.thecharacterrevolution.com); Call Toll Free @ 1-800-962-6662

**Red Ribbon Works** – [www.redribbonworks.org](http://www.redribbonworks.org);  
Call Toll Free @ 1-800-732-4099.

Artwork entered in the  
2008 Red Ribbon  
Awards competition.



#### Drug-Free Pledge

I pledge to lead a Healthy Drug-Free lifestyle

I will say No to Alcohol

I will say No to Tobacco

I will say No to other drugs

I will help my friends say No

I pledge to stand up for what

I know is right

And remain Drug-Free



Above: McNair Discovery Learning Academy  
Elementary School Honorable Mention Winners

Right: CETPA Banner for  
Red Ribbon Week  
signed by CETPA staff  
and Red Ribbon  
Campaign Supporters.







Georgia Department of Behavioral Health  
& Developmental Disabilities  
Office of Prevention Services and Programs  
Two Peachtree Street, NW  
Suite 16.473  
Atlanta, Georgia 30303-3142

Have a successful campaign and remember...

**REAL LIFE IS  
DRUG FREE!!!!**

*Many thanks to the Governor's Red Ribbon Campaign Committee*

Denise Thames, State Executive Director  
Mothers Against Drunk Drivers (MADD)

Eden Freeman  
Administrative Office of the Courts

Simone Powell, Project Director  
The Council on Alcohol & Drugs, Inc.

Sara Dailey  
Therapeutic Child Care Program

Harry Thornton  
Drug Enforcement Administration

Charles Barnes, 2008 Red Ribbon Prevention Ambassador  
DeKalb County Schools

Sharon I. Pritchett  
DeKalb County Schools

Sandra Walker  
Beyond the Bell

Barbara Jones  
Governor's Office on Highway Safety

Kristie Swink  
DBHDD Office of Communications

Michelle Zelaya, 2009 Red Ribbon Prevention Ambassador  
Clinic for the Education, Treatment and Prevention of Addictions



**Please hold  
Tuesday, October 20  
as the  
KICK-OFF  
for Georgia's  
Red Ribbon Campaign**

**Date: Tuesday, October 20, 2009**

**Time: 10:30 AM**

**Where: Centennial Olympic Park**

A colorful Red Ribbon parade led by elementary schools from around the state will begin at 10:30 am at Centennial Park's Southern Co. Amphitheater, across the street from the CNN Center and the Georgia World Congress Center MARTA station.

The kick-off features an opportunity for elementary, middle and high school students, as well as Georgia colleges and community-based organizations to showcase their talents with the objective of bringing awareness to fun, safe activities that are positive alternatives to substance use and abuse.

Join in the fun as we observe the official start of the Governor's Red Ribbon Campaign in Georgia. Youth will showcase artistic talents in dance, singing, poetry reading, stepping, and visual arts demonstrating that real life is drug free.

To participate or for more information, please visit:  
<http://dbhdd.georgia.gov> or email [lsmoery@dhr.state.ga.us](mailto:lsmoery@dhr.state.ga.us).



**REAL LIFE IS  
DRUG  
FREE!!!**



STATE OF GEORGIA  
OFFICE OF THE  
GOVERNOR  
ATLANTA 30334-0900